

ORDER



Orders
Order / Rev: 721769
Alt Order #:
Product Desc: Steve Troxler-TV-2012
Estimate: 1659
Flight Dates: 10/15/12 - 10/21/12
Original Date / Rev: 10/11/12 / 10/11/12
Order Type: Political

WFMY-TV

Primary AE: Dan Scutari
Sales Office: WFMY
Sales Region: LOC

Agency
Name: Media Placement Services
Buying Contact:
Billing Contact:
 709 Westchester Dr. Ste 101-102
 High Point, NC 27262

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Steve Troxler @ NC Ag Comm
Demographic: A50+
Product Codes: PL-State/Local
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:30:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/21/12	20	\$6,080.00	\$5,168.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	20	\$6,080.00	\$5,168.00	0.00
Totals	20	\$6,080.00	\$5,168.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Dan Scutari			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WFMY	10/16/12	10/19/12	M-F 6-8a Good Morning Show	CM	6-8a	- TWTF - -	:30	3	\$200.00	P-1	0.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- TWTF - -		3				\$200.00		0.00			
N 2	WFMY	10/16/12	10/19/12	CBS This Morning CBS This Morning	CM	8-10a	- TWTF - -	:30	2	\$100.00	P-2	0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- TWTF - -		2				\$100.00		0.00			
N 3	WFMY	10/20/12	10/20/12	Good Morning Show Sat Good Morning Show Saturday	CM	6-9a	- - - - - S -	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- - - - - S -		1				\$175.00		0.00			
N 4	WFMY	10/21/12	10/21/12	Good Morning Show Sun Good Morning Show Sunday	CM	6-9a	- - - - - S	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- - - - - S		1				\$175.00		0.00			
N 5	WFMY	10/16/12	10/16/12	M-F 10-11a 10-11a	CM	10-11a	- T - - - - -	:30	2	\$140.00	P-2	0.00	NM	2	\$280.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- T - - - - -		2				\$140.00		0.00			
N 6	WFMY	10/16/12	10/19/12	News2 at Noon News2 at Noon	CM	12-1230p	- TWTF - -	:30	2	\$200.00	P-2	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- TWTF - -		2				\$200.00		0.00			

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WFMY-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 7	WFMY	10/16/12	10/19/12	PA (M-F) Wheel/Jeopardy	CM	7-8p	- TWTF - -	:30	2	\$550.00	P-2	0.00 NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	- TWTF - -		2			\$550.00		0.00			
N 8	WFMY	10/16/12	10/19/12	News 2 at 5 News 2 at 5	CM	5-530p	- TWTF - -	:30	3	\$350.00	P-2	0.00 NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	- TWTF - -		3			\$350.00		0.00			
N 9	WFMY	10/16/12	10/19/12	News 2 at 6 News 2 at 6	CM	6-630p	- TWTF - -	:30	4	\$525.00	P-2	0.00 NM	4	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	- TWTF - -		4			\$525.00		0.00			
Totals													20	\$6,080.00